

**UTAH OFFICE OF TOURISM
BOARD MEETING AGENDA
Friday, June 11, 2021 – 10:00am to 12:00pm**

**Sunrise Hall, Sunrise Resort & Event Center
865 N, Harbor Village E Dr, Garden City, UT
84028**

1. Welcome & Introductions: Lance Syrett, Chair - 10:00 am
2. Approval of Minutes: Lance Syrett, Chair - 10:15 am
3. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 10:20 am
4. Fiscal Year 2021-2022 TMPF Budget Review - 10:40 am
Dave Williams, Associate Managing Director, Utah Office of Tourism
Becky Keeney, Tourism Marketing & Operations Director, Utah Office of Tourism
5. Forever Mighty Partner Toolkit - 10:55 am
Bianca Lyon, Director of Community and Partner Relations, Utah Office of Tourism
6. Marketing Committee Report:
 - a. Ski+ FY22 Integrated Marketing Plan and \$2,873,000 media buy approval - 11:10 am
Jonathan Smithgall, Vice President Digital Marketing and Media, Love Communications
Andrew Gillman, Tourism Creative and Content Director, Utah Office of Tourism
Kylie Kullack, Head of Client Engagement, Struck
 - b. Visual asset update - 11:25 am
Sandra Salvas, Visual Asset Manager, Utah Office of Tourism
7. UTIA Update: Sara Toliver, Utah Tourism Industry Association - 11:40 am
8. Announcements/Upcoming Events – Board and Public - 11:55 am

Meeting adjourned

The next board meeting will be held on August 11th at the Ogden Eccles Conference Center in Ogden, UT in conjunction with the Utah Tourism Conference.

Red Emerald Strategic Plan Imperatives

1. Prioritize quality visitation, not simply quantity of visitors
2. Distribute visitation
3. Continue powerful branding
4. Enable community-led visitor readiness
5. Improve organizational effectiveness